



Tourism & Events Department  
7506 E. Indian School Road  
Scottsdale, AZ 85251  
Karen Churchard, Director  
480.312.2890

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## MEMORANDUM

To: Chairwoman Linda Dillenbeck and members of the Tourism Development Commission  
From: Karen Churchard, Tourism & Events Director  
Date: March 19, 2019  
Subject: City Tourism Event Directional Banner Program

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The Tourism & Events Department is recommending substantial changes to the eligibility, criteria and costs associated with the City's Tourism Event Directional Banner Program. Attached are the proposed changes for the FY 2019/20 Tourism Event Directional Banner Program. I've also attached, for comparison, the current FY 2018/19 banner requirements.

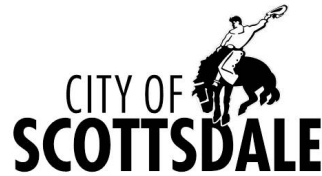
The primary reasons that our department is recommending changes include:

1. We have been receiving overlapping timeframe requests from special events with no priority other than the order that applications are received.
2. City departments have made requests to place horizontal banners promoting programs of work that do not comply with current eligibility requirements. Likewise, non-profit organizations such as Arizona Restaurant Association have inquired for events such as the Spring Arizona Restaurant Week.
3. The cost of the installation and removal of banners by the city's Streets Department has historically been paid by our department using bed tax funds and then billed to the event producer for reimbursement. I recently presented to the City Council, as part of the Budget Department's Rates & Fees process, that the city establishes an application review fee as well as a per street light pole banner fee for installation and removal of banners. Monies collected from the application and banner fee would go into the General Fund. These recommendations align with current special event application and permitting processes and rates.

Staff is seeking input from the Tourism Development Commission on the initial recommendations. Following your input, staff will work with the City Attorney's Office to finalize the eligibility, criteria and application process as well as ordinance changes required in Chapter 22 sections 22-23 of the Scottsdale Revised Code pertaining to special events signage criteria. I anticipate this item going to City Council on consent in June.

Attachments:

- Item 7a Proposed FY 2019/20 Tourism Event Directional Banner Program information.
- Item 7b FY 2018/19 Tourism Event Directional Banner Program information.



## Proposed Event Directional Banner Guidelines FY 2019/20

The following information is provided to assist in the preparation and submittal of an application for Event Directional Banners in the City of Scottsdale.

The City of Scottsdale maintains the street light vertical banner poles and horizontal banner light poles and has sole jurisdiction over use of these poles and prescribed approved uses, size, content of banners and attachment requirements. The use of the street light poles is expressly limited to the uses authorized and is not open to the public at large.

The primary purpose of the Event Directional Banner policy is to allow the City and eligible organizations the opportunity to promote their special events. This Policy adopted by City Council on June XX, 2019, is not intended to create a public forum on the street poles or any banner placed on the poles.

### **ELIGIBILITY**

#### Authorized Users

The following users are authorized to apply for banner use, with the following priority (when applications are received for same timeframe):

- City of Scottsdale owned and produced special events
- Events funded by the City's Event Retention and Development Fund program
- Non-Profit organizations not funded by the City's Event Retention and Development Fund program to promote their special events
- City of Scottsdale Departments to promote major programs

#### Prohibited Users/Uses:

- No General Commercial use
- No use by individuals
- No political advocacy or religious messages

#### Length of Use

- Banners will be authorized for installation over a 14-calendar day period only, no consecutive period scheduling will be allowed.

#### Application for Use

- Users shall apply to the Tourism & Events Department to reserve dates to place banners.
- Banner applications may be submitted no sooner than six (6) months prior to the date of the event and must be submitted a minimum of 30 days prior to the event.
- The application shall include the requested date, point of contact information, organization name, event being advertised, exact banner text and graphics, and the length of the request.
- The maximum period horizontal or vertical banners can be displayed is 14 consecutive days (unless city economy of scale i.e. time between events).
- The Tourism & Events Department will advise applicants and Public Works of approved requests.

Charges for Use

- An application review fee of \$90.
- Horizontal Banner Fee of \$150 per banner.
- Vertical Banner Fee of \$25 per banner.
- Payment must be received before confirmation of scheduling.

## Horizontal Banners across Scottsdale Road requirements:

- Width of the banner is 30 feet, height of the banner is 32 inches.
- Banner Sleeves on top and bottom of banner are 3/4-inch diameter.
- Banners are 2-sided.
- Reinforced attachment grommets must be located at the four corners, as well as at 18-inch intervals along the top and bottom to allow the banner to be connected to the support wires.
- Banners must have wind holes located within them to minimize the "sail effect" of the banner in wind.
- Standard detail for the banner is attached to the application for reference.

## Vertical Street Light Banner requirements:

- Width of the banner is 30 inches, height of the banner is 96 inches.
- Banner Sleeves on top and bottom of banner are 3/4-inch diameter.
- Banners are 2-sided
- Reinforced attachment grommets must be located at the four corners of the banner to be connected to the banner brackets.
- Standard detail for the banner is attached to the application for reference.

## Banner Drop Off Requirements

- Banners are the sole responsibility of the sponsoring entity.
- Banners must be delivered and picked up at City of Scottsdale's Warehouse, 9191 E San Salvador Dr.
- Delivery must be made no later than 2 business days prior to the start of the request, (Tuesday prior to hang date)
- If the banner is not delivered 2 days prior, it will be hung as soon as staff is able to schedule the install and additional charges will apply.
- Banners must be picked up not later than one week after completion of the request.
- The City of Scottsdale is not responsible for storing banners or their condition if damaged while being installed, during the display, or while being taken down.

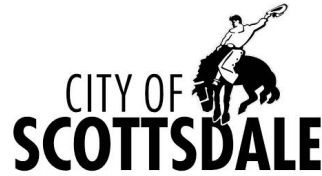
**LOCATIONS & QUANTITIES:**

## Old Town Horizontal Banners – 2 locations

- Scottsdale Rd. at Rancho Vista Drive
- Scottsdale Rd. at Earll Drive

## Vertical Banners – 163 locations; 47 in North Scottsdale and 116 in Old Town

- Frank Lloyd Wright Blvd. (47)  
Scottsdale Rd. to the west side of the west frontage road Loop 101
- Old Town Couplets (Total: 116)  
Goldwater North of Highland (13)  
Goldwater from Osborn to Camelback (46)  
Drinkwater from Stetson to Earll Drive (57)



## Event Directional Banner Request FY18-19

When submitting an application to display horizontal or vertical directional street banners, certain requirements will need to be satisfied by the applicant. These requirements are as follows:

- Qualified events must:
  - ✓ Meet Tier 1 funding criteria as outlined in the City's Matching Event Advertising Fund program criteria, be a city-supported event under the City's Community Event Funding Program or be held in a city owned, operated or controlled venue and meet one of these funding criteria
- Please contact the Tourism & Events Department to check on availability of banner locations before completing the application. We can be reached at 480-312-7177.
- Applications are reviewed in the order that they are received. If event dates coincide, efforts will be made to place banners for multiple qualified events.
- Banner applications can be submitted no sooner than twelve (12) months prior to the date of the event and must be submitted a minimum of 60 days prior to the event.
- Banners are allowed for qualified events, subject to city regulatory requirements. The banner must contain the event title, date, and location. Logos shall be limited to twenty (20) percent of the total banner.  
**Approval of banner mock up is required prior to installation.**
- The cost of the production, installation, and removal of a banner will be paid by the event producer.
- The maximum period horizontal or vertical banners can be displayed is thirty (30) consecutive days.
- The following are the required banner specifications:

*Vertical Light Pole Banners 30"w x 96"h*  
*Horizontal Banner (Across Street) 360"w x 32"h*  
*Banner Sleeves 3/4 inch diameter*  
*Banners are 2-sided*